



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/13 thru 06/19.

(prices in dollars per carton)

Fri. Jun 13, 2008

SHELL EGG NATIONAL SUMMARY

Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		36.3% of 18,000 stores				41.7% of 18,000 stores				25.0% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	70	1.72	270	1.35	130	1.65	1,100	1.23			400	1.25
	White 18 pack			200	2.30	50	0.99	460	1.87	150	1.99	80	1.99
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	10	1.19	880	1.11	760	1.10	1,170	1.11			490	0.88
	White 18 pack			180	2.33			140	2.00			640	1.67
	Brown 12 pack			170	1.53								
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	20	2.89	250	3.27			560	3.75			260	2.99
	OMEGA-3												
	White 12 pack	140	2.59	1,320	2.89	260	2.92	1,530	2.84	200	2.50	300	2.55
	Brown 12 pack			220	2.46			540	2.69	120	2.50	980	2.36
	CAGE-FREE												
White 12 pack			10	2.50			1,000	3.41			130	1.99	
Brown 12 pack			70	3.00			1,930	3.10			740	2.81	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,780	3,810	1,760	Large Eggs on Jun-09-2008 347.4 down 6%
Specialty	2,030	5,820	2,730	
Total (includes MD)	3,810	9,720	4,510	
Special Rate 4/:	18.4%	10.9%	2.3%	

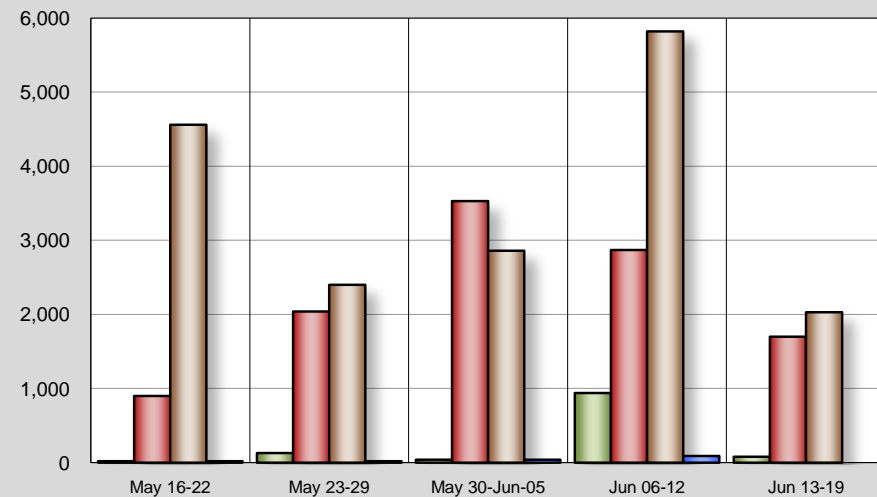
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

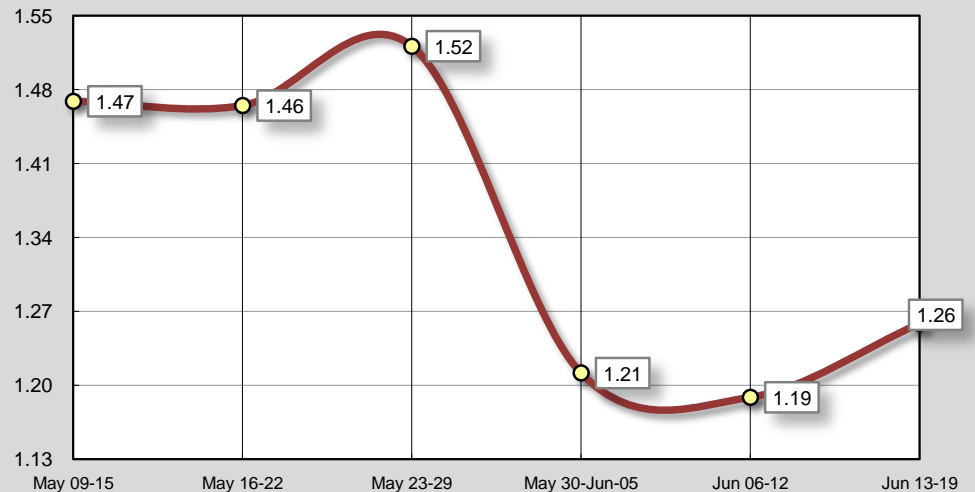
Promotional activity on regular shell eggs declined sharply compared to the previous week. The average feature price of regular Large white eggs, Grade A or better, increased 7 cents over last week. Nearly a fifth of all sampled stores are conducting "no price" promotions including "buy 1 get 1 free" and free or reduced price with additional purchase. Specialty egg featuring dropped dramatically from last week, especially on cage-free eggs. Omega-3 whites eggs claimed top position. In the egg products sector, liquid eggs also declined in activity. Eggs have ceded ad space to the meat proteins for Father's Day grilling but remain a protein value and can be expected to return in coming weeks.

Shell Egg Promotional Activity by Category

XL LG Spclty Med



Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)							SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)							MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate ^{1/} Activity Index ^{2/}		35.7% of 3,900 sampled outlets Activity Index = 1,400 (includes Medium)							36.1% of 4,900 sampled outlets Activity Index = 480 (includes Medium)							32.5% of 3,000 sampled outlets Activity Index = 890 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE					
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.59	10	1.59										0.88 - 0.99	20	0.95			
	White 18 pack																1.77	20	1.77			
	Brown 12 pack																					
MEDIUM		White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				0.99 - 1.59	180	1.10				0.99 - 1.33	220	1.25	1.19	10	1.19	0.98 - 1.29	400	1.01			
	White 18 pack				2.50	140	2.50										1.68 - 1.77	40	1.75			
	Brown 12 pack				1.00 - 1.78	170	1.53															
MEDIUM		White 12 pack						White 12 pack						White 12 pack			White 12 pack					
		White 30 pack						White 30 pack						White 30 pack			White 30 pack					
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack																					
	Brown 12 pack				2.99 - 3.49	240	3.28							2.89	20	2.89	2.99	10	2.99			
	OMEGA-3																					
	White 12 pack	2.58 - 2.59	140	2.59	2.50 - 2.66	520	2.58				2.50	70	2.50				2.19 - 3.00	340	2.69			
	Brown 12 pack										2.50	190	2.50				2.19	30	2.19			
	CAGE-FREE																					
	White 12 pack																					
	Brown 12 pack																					
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)							SOUTHWEST U.S. (CA,NV)							NORTHWEST U.S. (ID,MT,OR,WA,WY)						
Feature Rate ^{1/} Activity Index ^{2/}		23.8% of 3,000 sampled outlets Activity Index = 360 (includes Medium)							54.2% of 2,300 sampled outlets Activity Index = 530 (includes Medium)							49.8% of 900 sampled outlets Activity Index = 150 (includes Medium)						
USDA GRADE AA	White 12 pack	1.68 - 1.99	70	1.72	0.99	80	0.99				1.69	130	1.69				0.99	30	0.99			
	White 18 pack				2.50	60	2.50				1.20 - 2.50	20	1.71				1.88 - 2.50	100	2.41			
	Brown 12 pack																					
MEDIUM		White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				0.88 - 1.50	80	1.23															
	White 18 pack																					
	Brown 12 pack																					
MEDIUM		White 12 pack						White 12 pack						White 12 pack			White 12 pack					
		White 30 pack						White 30 pack						White 30 pack			White 30 pack					
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack																					
	Brown 12 pack																					
	OMEGA-3																					
	White 12 pack				2.49 - 2.50	70	2.49				3.79	310	3.79				2.49	10	2.49			
	Brown 12 pack																					
	CAGE-FREE																					
	White 12 pack																2.50	10	2.50			
	Brown 12 pack										3.00	70	3.00									

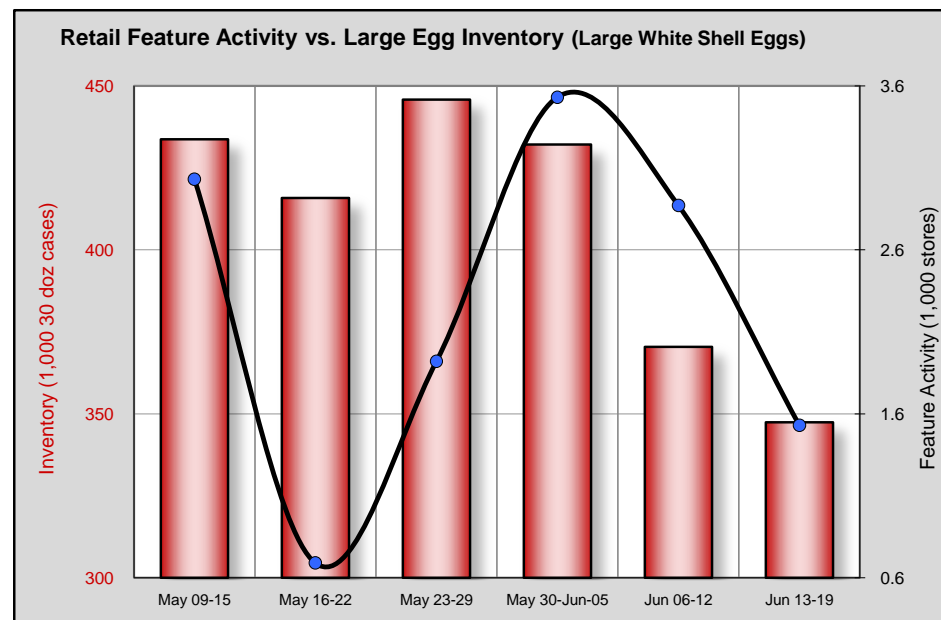
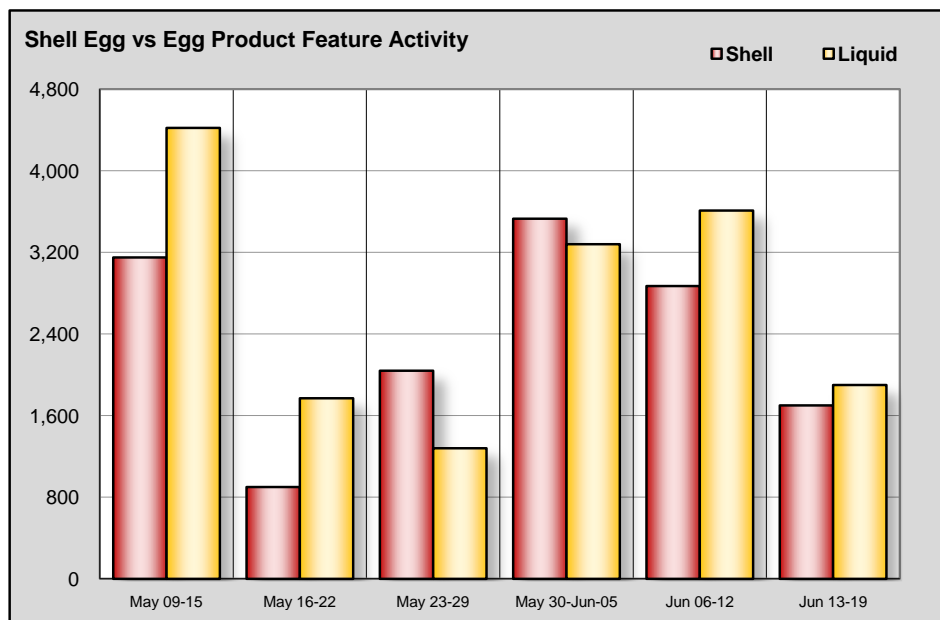
Note: See page 1 for explanatory notes.



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	7.7%	15.2%	5.6%	17.5% of 3,900 sampled		2.1% of 4,900 sampled		8.0% of 3,000 sampled		11.4% of 3,000 sampled		0.7% of 2,300 sampled		1.1% of 900 sampled	
2/ Activity Index	1,900	3,610	1,440	Activity Index = 960		Activity Index = 110		Activity Index = 250		Activity Index = 510		Activity Index = 60		Activity Index = 10	
	Stores	Avg ^{3/}	Stores	Avg 3/	Stores	Avg 3/	Price Range	Stores	Avg ^{3/}	Price Range	Stores	Avg ^{3/}	Price Range	Stores	Avg ^{3/}
14-16 oz. crtn	960	2.80	2,510	2.63	930	2.51	2.00 - 3.00	550	2.51	2.66 - 3.00	110	2.97	2.99	40	2.99
32 oz. crtn	700	4.48	370	3.64	40	3.99	4.39	210	4.39	4.79	210	4.79	3.00 - 3.39	230	3.31
3 - 4 oz. cup	220	3.12	510	2.74	380	2.03	1.99 - 3.50	200	3.08	3.00 - 4.99	280	4.31	3.50	20	3.50
2 - 8 oz. cup	20	3.50	220	2.99	90	2.99							3.50	20	3.50



Note: See page 1 for explanatory notes.